



San Jacinto River Waste Pits

River Community Research & Awareness

Status Update

May 25, 2011

Hog Island

Community Involvement Plan [draft]

- Draft submitted to EPA:
 - Community outreach objectives for site
 - Community, stakeholder and public agency engagement
 - Evolves as project progresses and milestones occur

Diamond Island

San Jacinto River Waste Pits CIP: DRAFT | PREPARED FOR THE U.S. EPA Region 6

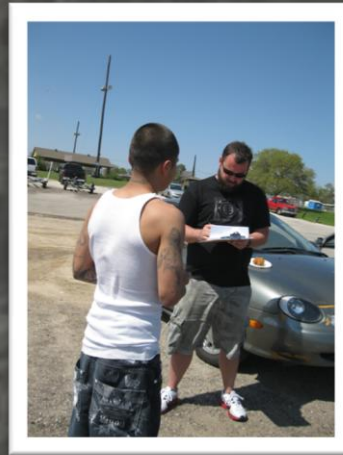


San Jacinto River Waste Pits | Superfund Site
Draft Community Involvement Plan 2011

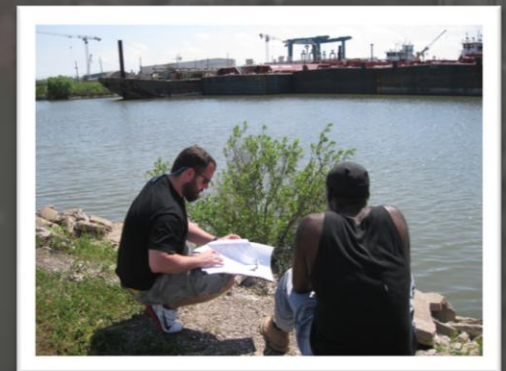
Hog Island

Update on Field Research

- Intercept interviews conducted during various hours/days/weekends
- Insights provided include:
 - Waterway usage
 - Site and signage awareness
 - Preferred/most used information sources
 - User activities
 - Frequency of river usage
 - Demographics
 - Educational background
 - Languages spoken

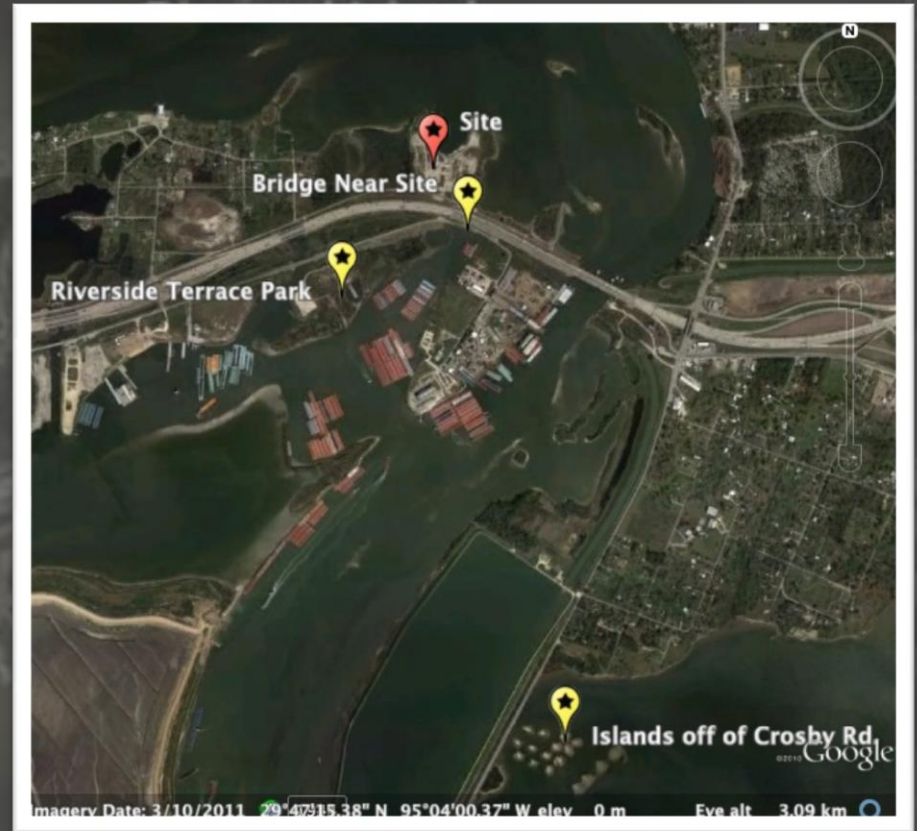


Respondents answer questions from interviewers at Site



Intercept Interviews Conducted

- 176 individuals “intercepted” at three primary locations:
 - *Riverside Terrace Park*
 - *Bridge at I-10*
 - *Islands off Crosby Road*
- 100 fully completed interviews
- Data review by Lone Star Research w/ de la Garza firm



Intercept locations varied to ensure variety

Respondent Locations

Diamond Island



- 50 percents of participants intercepted at Riverside Terrace Park
- 37.5 percent intercepted near the bridge
- Balance intercepted at the islands off Crosby Road or the Lynchburg Ferry
- Respondents tend to move between locations

Hog Island

Key Findings: Demographics

- 71 percent of intercepts were males between the ages of 18 and 40 with an education level of a high school diploma or less
- Less than one-third ages 41-59
- Only 6% age 60 or older
- Languages spoken: English and Spanish
[Ratio: 77-23]
- All females interviewed were accompanying males

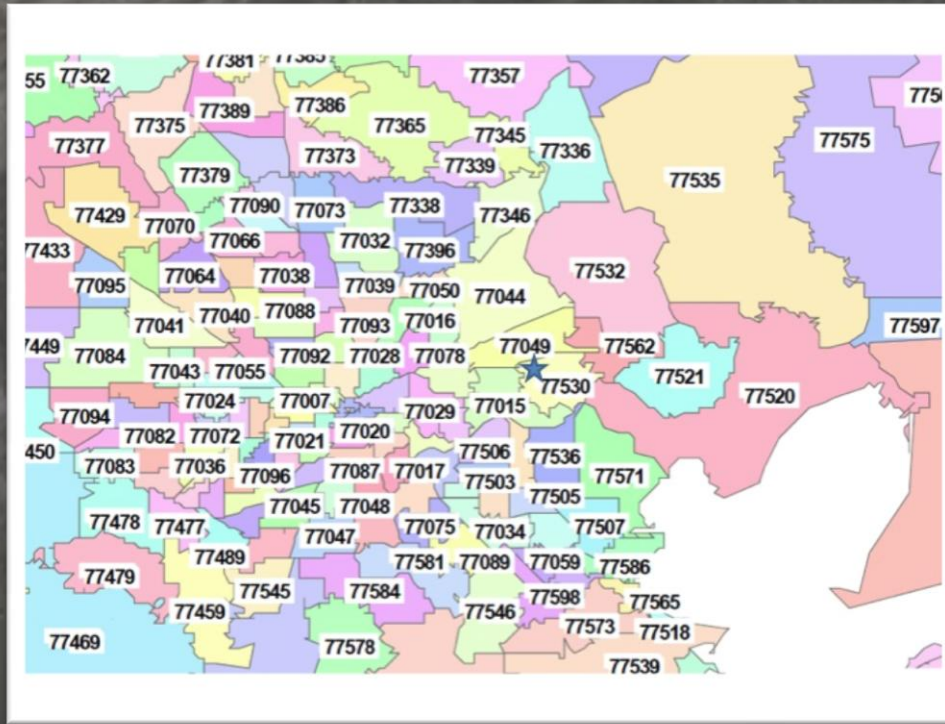
Key Findings: Seasonality & Activity Peaks

- Summer most popular time of year, followed by Spring then Fall and Winter (88% vs. 32% in Fall)
- 47 percent visit the area two to three times per month
- Weekends by far the most popular time of week to visit the waterway (88% vs. 12% weekdays)
- Less than one-fourth visit one or more days/per week (24%)

Key Findings: Residency

Zip Code Origination (establishes residency + travel distance to area)

- Most respondents from 77530: Channelview
- Others in nearby zip codes as follows:



- 77013 (Northshore)
- 77049 (Sheldon)
- 77521 (Baytown)
- 77520 (Cove)
- 77029 (Galena Park)
- 77016 (North Houston)
- 77015 (Cloverfield)
- 77031 (Stafford)

Key Findings: Activity Preferences

- Both fishing and crabbing: 43%
- Fishing only: 29%
- Crabbing only: 22%
- General outdoors: 2%
- Picnic or swimming: <2%

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Hog Island

Key Findings: Information Preferences

- Majority obtain information by visiting the waterway on the day of their activity
- More than two-thirds (67) overwhelmingly prefer to be given information at the location of their activity, when they arrive, with no prior information-gathering
- All other media <17%. More than 41% express no 2nd preference beyond info obtained at fishing location
- Most (60%) saw signs, warnings or advisories but most did not recall or unsure where they saw signs

Initial Conclusions

- Deploy signage that illustrates through images (i.e. address literacy barriers)
- Consider flyers in English and Spanish to distribute at fishing locations, reinforcing posted signs and advisories
- During peak seasons, particularly on weekends, utilizing direct communications tactics at recreational locations will reach widest target audience